

Buss. (W.V.)

Terre Haute, Ind.
Review Edition Wed. Jan. 31, 1940 07

Community Affairs File

SCHULTZ STORE FACES FUTURE *BUSINESS (T.H.)*

Well Known Terre Haute Mer-
chant Confident City Will
Progress in 1940.



HYMAN SCHULTZ.

Backed by years of successful merchandising, the Schultz & Co. Department Store, 400 Wabash Avenue, plans for record-making accomplishments in 1940. According to Hyman Schultz, director of the store, prospects for the coming year's business are bright.

Under the direction and management of Mr. Schultz, whose years of experience have given him an enviable reputation in the mercantile field, the store has developed into one of the city's most popular and important shopping centers.

To better serve the public, the store is constantly being improved.

The store features a complete line of ready-to-wear for the entire family and in addition has all other departments to be found in an up-to-date store. Year after year Schultz & Co. stages enormous sales, attracting thousands of shoppers from throughout the Wabash Valley. Local and out of town shoppers anxiously await these sales events, being well aware of the outstanding bargains offered by the store.

Robert Schultz, son of the owner, is assistant manager of the store, contributing much to its success. Following in his father's footsteps, he already has attained a position of prominence in the retail merchandising field.

One of the featured departments of the Schultz & Co. department store is that handling shoes, this department serving patrons on three floors. On the first floor are offered high-grade women's novelties as well as men's shoes. The basement shoe department handles bargains in men's, women's and children's shoes, while on the second floor are to be found women's arch and health shoes and the better grades of children's shoes. Among the well known brands of shoes handled are Racine, Foot Bracers, Professor Neal and Hug-Tite for adults; Red Goose shoes for children, and Ball Band rubbers. In charge of all three floors in the shoe department is C. V. McPheeters.

As a result of plans now being considered, the store will make other improvements during the current year to enable it to serve further the requirements of its thousands of customers. Mr. Schultz expresses complete confidence in the future of Terre Haute and the belief that 1940's business will be increasingly good.

Schultz

REFERENCE
DO NOT CIRCULATE

VIGO COUNTY PUBLIC LIBRARY
TERRE HAUTE, IND.



Tribune-Star/Bob Poynter

Last store's club: Downtown landmark shutting its doors for final time next month.

Schultz quitting business after 76 years downtown

OCT 25 1985

Community Affairs File

By Patrick J. Barnes
Tribune-Star Staff Reporter

Fourteen months after predicting a renaissance in downtown Terre Haute, officials of Schultz and Co. at 400 Wabash Ave. have filed a going-out-of-business notice.

Schultz is the last department store on Wabash Avenue.

James D. Schultz, assistant secretary of the store, filed the notice Wednesday in the Vigo County Clerk's office. The documents said a going-out-of-business sale would begin Nov. 6. Inventory was listed at \$2.6 million.

Schultz and his brother, Richard,

sold the 76-year-old, family-owned and -operated business last year to Calvin Haddad, secretary-treasurer of Mocal Enterprises Inc. of New York City. The Schultz brothers continued working at the store following the sale.

Neither Schultz could not be reached for comment. A store employee said they were unavailable.

Attempts to reach Haddad is New York City also were unsuccessful. A co-worker said Haddad was out of town on business.

Haddad, in Terre Haute last September after buying the store, said, "There's a very definite change in outlook. It's just about to

happen in your area.

"Part of the charm is the fact that you've got that old department store. It's like a monument to what was and what can become."

Records in the Vigo County Treasurer's office listed real-estate tax of \$9,131.62 and personal-property taxes of \$9,339.98 for 1985.

Schultz's closing marks the ninth Wabash Avenue department store to close doors in recent years. Other were: Alden's, Sears Roebuck and Co., the Root Dry Goods Co., Meis, J.C. Penney, Montgomery Ward, Smith's and Max Shower.

VIGO COUNTY PUBLIC LIBRARY
TERRE HAUTE, INDIANA

Community Affairs File

REFERENCE
DO NOT CIRCULATE

Schultz and Co.

Bus + Ind (W.V.)

Sales clerk remembers her years at Schultz

1st AUG 27 1984

Community Affairs File
Richard and Jimmy Schultz were about 9 years old when Mary Modisett first worked in the boys' department at Schultz & Co., 400 Wabash Ave.

The little boys, whom Modisett remembers as sometimes accompanying their mother to be outfitted in new clothes, now manage the store where she works full time.

"He was just a little guy and now he's your boss," she said of Richard.

In 26 years, Modisett has seen many small boys grow up — including her own, who were ages 9 and 14 when she started part time in 1958. She remains in the department where she began.

She also has seen changes in the store which was sold June 29 to Mocal Enterprises Inc., New York. The store will keep the same name, employees, and will continue to be managed by brothers Richard and James. It will be a pilot store for the Wabash Valley and greater Illinois trading area, serving as a forerunner for a group of retail stores.

Modisett has observed a variety of fashion trends. Izod clothing, button-down Oxford cloth shirts, and Levi and Lee jeans are among the items not available 26 years ago.

Closing the Boy Scout Department five or six months ago is among the more recent changes.

Modisett also has observed subtle changes, like displaying clothing on racks instead of tables, which she said customers seem to prefer.

She enjoys her job and never has wanted to work anywhere else.

"I just like it. They're awful nice boys to work for."

Schultz & Co.

Schultz

Schultz family to open men's clothing business

Ts MAY 12 1986

Community Affairs File

Community Affairs File

1005 + FND - WV

Although their family's landmark downtown department store is boarded up, Richard and James Schultz aren't quite ready to pack up their cash registers and sales slips for good.

They and their wives, Gail and Roberta, will re-enter the retail field this summer with a men's clothing store and a children's clothing store in the new MAB Paint complex across from Chi-Chi's on Terre Haute's south side.

R.J. Schultz Clothiers will feature men's regular and big and tall sizes, while the children's store, Bear Essentials, will carry clothing in newborn to size 14 for girls and infant to toddler sizes for boys.

"We're not trying to cater to everybody in the world. It's a specific market and a specialized range of merchandise," James Schultz said as he sat at his desk in the office he shares with his brother, Richard, in the former department store.

The two stores, which together total 5,600 square feet, will be side-by-side with a both separate entrances and a connecting door. Bear Essentials is scheduled to

open in mid-July, with R.J. Schultz Clothiers set to open Aug. 1.

Richard Schultz said the site was chosen because of its convenient location.

"It's high-traffic, yet accessible," he said. "You can pull your car up within 10 feet of the store, rather than going to the shopping mall and walking two or three blocks."

While the merchandise won't be high-priced, couture items, it will be more up-scale than that commonly found in department stores, the brothers said.

"We're not going for budget," James Schultz said. "It will be, basically, better merchandise."

Brand names for men's clothing include Palm Beach, Arrow, Austin Reed, Evan Piccone and Chaps by Ralph Lauren, along with men's furnishings by Hathaway, Gant and Christian Dior, Richard Schultz said.

On the children's side, customers will find labels from Guess, Heartstrings, Eagles Eye, Piccolo, Cherokee and Cary, James Schultz added.

"It's not the traditional department store lines," James Schultz

said. "We're carrying a much more upscale, upbeat [line], geared for the customer who wants to buy something novel, unique — not something you see racks and racks of everywhere you go. There'll be six of this and six of that. It will be very special."

Belonging to a specialty buying group for big and tall men's sizes will allow the Schultz's to join with other small shops to buy in volume and offer clothing at competitive prices.

"We can work with manufacturers on styles for big and tall . . . and allows us the flexibility to be able to turn on a dime," James Schultz said.

Richard Schultz added that the group has "enough participation to allow us to place orders for the cutting of merchandise not [currently] being offered."

The stores will also offer special ordering. "We'll cater to the customer in every way possible," James Schultz said.

And, Richard Schultz added, "we believe in, and want to, stay in Terre Haute to provide products and service."

Vigo County Public Library

Community Affairs File

REFERENCE
DO NOT CIRCULATE

Schultz

Community Affairs File

REFERENCE
DO NOT CIRCULATE

VIGO COUNTY PUBLIC LIBRARY
TERRE HAUTE, INDIANA

Schultz may reincarnate as market in spring

BUSINESS - WV

NOV 6 1985

Community Affairs File

By Jan Chait
Tribune-Star Staff Reporter

Signs proclaim that Schultz is "Going out of business forever!!," but the store may be reincarnated in the spring as an indoor, year-round farmer's market, store President Calvin Haddad says.

What Haddad has in mind is a kind of retail incubator with centralized advertising, telephone, credit and other services provided to a mix of tenants who will rent booth space inside the building.

"Because of the response to the

farmer's market ... we thought, 'What if we made this on a permanent basis?'" Haddad said. He was referring to the once-a-month summer market conducted on Wabash Avenue downtown for the past two years.

If the indoor farmer's market becomes a reality, it will be with the cooperation of the Schultz family, owner of the building. Haddad said his firm, Mocal Industries, would be active participants.

In addition to selling market-type wares, Haddad said plans are to include clothing for big and tall men and work clothes.

He emphasized future plans depend on the public's response to the store's going-out-of-business sale that starts today and is expected to last at least three to four months.

Haddad said business was good for the first six months after his firm bought Schultz in June 1984, but dropped off early this year.

The dropoff in business also was responsible for Haddad scrapping his original plans for expanding in Terre Haute.

In the past few years, Schultz has reduced its physical sales space to the basement and first floor of the main building. As recently as four years ago, the store's main

building was filled, as were several satellite stores in the 400 block of Wabash Avenue.

During the going-out-of-business sale, the second floor of the store will be opened as a warehouse outlet for outerwear.

Haddad likened keeping open a store full of "some of the finest values you ever can see" to Luciano Pavarotti singing to an empty auditorium.

"If you're singing to an audience of empty chairs, it doesn't matter how well you sing," he said.

James Schultz, secretary, attributed the demise of the depart-

ment store to the deteriorating downtown.

"You don't have to be in a mall [to keep a business going], but you do have to be in an area where other stores are," Schultz said. "When we had traffic, we had business. Those years were very successful."

Recently, however, "there's been a tremendous deterioration in the downtown area. That left us by ourselves," he added.

"We just had one major problem — downtown Terre Haute is just not supportive of a store of this size."

Schultz

Sale of Schultz could boost city

APR 14 1986

Community Affairs File

Business & Industry (WN)

By Kathy Gurchiek
Tribune-Star Staff Reporter

Sale of the old Schultz property at 400 Wabash Ave., with plans that could turn it into the cornerstone of revitalizing downtown Terre Haute, are in the works, said Ralph Lee, president of Century 21 real estate.

The sale is "accepted pending some financing. We'll know for sure in the next couple weeks," Lee said.

Six buildings comprise the Schultz property, Lee said, and the agency has five of them under contract.

Lee said plans are to raze the buildings and build a new six-story structure if all six buildings can be obtained. If all six cannot be obtained, there will be extensive renovation of the buildings which are sold.

"If we remodel it's going to be beautiful," Lee said, describing a plan that would include an indoor

track and complete health spa open to membership, a mall-like main floor with speciality shops, a restaurant and a coffee shop.

The two top floors would be devoted to office space.

If a new building is constructed, the structure would contain primarily offices, with complementary things like a coffee shop.

Schultz and Co. was sold June 29, 1985, to Mocal Enterprises Inc., a manufacturing and real-estate holding company in New York City. Fourteen months later, Schultz officials filed a going-out-of-business notice.

The closing of the 76-year-old department store marked the ninth Wabash Avenue department store to close doors in recent years.

Lee said a Terre Haute businessman, whom he declined to name, would be totally involved if plans center on remodeling, but an Evansville business would also be involved if a new building is constructed.

50TH Anniversary

1908 — 1958

Schultz and Company Owners and Store Personnel Will Celebrate 50 Years of Successful Business

BY HELEN RYAN

The immortal translation to the right by Fitzgerald of Persian pearls of thought from the famous Rubaiyat of Omar Khayyam are fitting words upon which to reflect in writing any story or history. The "moving finger" has written the story of Schultz & Co., now observing its Golden Anniversary, with a goodly measure of human interest and many chapters in which courage, strong faith and a belief in the future play predominant roles.

The story began the day Hyman and Mary Schultz arrived in Terre Haute from St. Louis, where they had been married a short time previously. Hyman had migrated to the Missouri metropolis from a German province on the Austrian border where he had heard of the wonders of America, the free land where opportunities awaited those who worked hard and who had vision and foresight. The ambitious young couple learned of the thriving city on the banks of the Wabash and decided it would be a good place to locate.

This decision in the intervening years has proved a wise one and as the years passed the Schultzes entered into the life of the community, devoted themselves to family and business and prospered. Four children were born to the Schultzes and today the eldest, Robert, is president of the company, while Al Berkowitz, husband of the oldest daughter, Selma, is vice president. Irving Gilmore, the husband of the former Edna Ruth Schultz, serves the company in a managerial capacity, and the youngest daughter, Letty Rabiner, resides in Cincinnati.

The first business venture of the late Mr. Schultz was a small shoe store at 12 South Fourth Street. This later was expanded to include clothing and ready-to-wear lines. The founder of the company undoubtedly gained courage from progress and advancement being ushered in with the dawn of The Age of the Industrial Revolution. At the time he first went into business headlines told of Orville Wright in a "birdlike structure" breaking three world records and wrestling from France for America the laurels of the air. The discovery of the North Pole by Commander Robert Peary came the following year and these world-shaking events occasioned as much comment as Sputniks and Alpha orbiting in space do today.

A few years passed but before the rumbles of World War I were heard Mr. Schultz formed a partnership with Sam Smith and moved to 14 South Fourth Street, where new lines of merchandise continued to be added to the store's stocks. Property at 407 Wabash Avenue was purchased next and then a building to the east which had been occupied by one of Terre Haute's banking institutions. In a short time a shoe store was added to the partnership holdings. Progress and expansion continued. Automobile vehicles were replacing Old Dobbin and the age of the airplane had arrived.

IN 1913 Floyd W. Phillips, the

"The Moving Finger writes, and having writ,
Moves on; nor all your Piety nor Wit
Shall lure it back to cancel half a line
Nor all your Tears wash out a Word of it."

Schultz employee with the longest term of service, became associated with the store as a salesman. Today he holds the position of buyer of men's clothing and home furnishings and like many others of the personnel is a devoted family man, interested in his work and the community in which he lives. He has served as treasurer of the Odd Fellows Lodge, is a past master of Humboldt Lodge and also a past treasurer of the Masonic Temple. He and Mrs. Phillips are the parents of three children, all of whom are married and they are proud of their two grandsons and granddaughter.

Mr. Phillips and Winifred "Winnie" S. Wolfe are the only two employees of the company today whose careers began when the business occupied property on the south side of Wabash Avenue. Mr. Wolfe went with the company in the year in which the war to end all wars ended—1917. Although Mr. Wolfe is not able to be active full time he remains one of the valued and esteemed employees of the store and has outfitted both fathers and sons of many families in the community.

During this period increase in business and the addition of many lines of merchandise brought with it a need for more space and, looking ahead, the building occupied by the old Nate Rubins' Jewelry Store was purchased in 1923. This acquisition was made a part of the main Schultz store in 1926 when the Myers Brothers Building on the northeast corner of Fourth Street and Wabash Avenue was purchased and occupancy taken over by the Schultz and Smith partnership. Myers Brothers had operated a fine clothing store for men on the main floor and other floors were occupied by professional men of the city. The old Naylor Opera House office stood on the present site of Schultz & Company but the original building was destroyed by fire in 1896.

The main floor of the Myers building was all that was used at first to accommodate the clothing, ready-to-wear and shoe departments. Upper floors were utilized for surplus stocks and as a warehouse but again Mr. Schultz was looking ahead and realizing there would soon be need for additional space to handle the many nationally advertised brands of merchandise being handled and to take care of essential warehouse facilities.

The Schultz and Smith partnership was dissolved in 1928 and the following year Robert Schultz entered his father's business as an apprentice.

THE ENTRANCE into the business of Mr. Schultz' young son in 1929 came at a time when young

vision, courage and encouragement were greatly needed in business. It was the year in which many met financial ruin. Business collapses and suicides filled the news and Wall Street crash losses of \$5,000,000,000 were chalked up to individuals and business firms of the nation. Mr. Schultz' steadfast quality, however, of believing in the future continued to dominate his thinking and when others began to consider retrenchment programs as a matter of business policy, additional expansion programs began to be formulated under his direction. Some of these projects soon took shape while others were dormant for a few years until the time was right for the fulfillment of these dreams.

In the same year that Robert Schultz began learning the business, another young man named John Pollack began his career with the company. Starting in the display and advertising department, Mr. Pollack has witnessed many changes and advances in this field and today he is in charge of all promotion and advertising for the company. Mr. Pollack is married, has two married children and six grandchildren and is a member of the First Christian Church of Terre Haute and the Elks Club.

In 1930, when thoughts of an impending depression filled the air and unemployment became a topic for discussion, Miss Margaret Shobert went with Schultz as a saleslady, first in millinery, later in lingerie and today she heads the foundation garment department, a position she has held for the past 9 years.

IN 1931 Al Berkowitz joined the business and in 1933 the family circle when he married Selma A. Schultz, oldest daughter of Mr. and Mrs. Schultz. Today he is the company's vice-president. Mr. Berkowitz is active in the religious, social and civic life of the community, is a member of the United Hebrew Congregation, a past member of its board, past president of the Phoenix Country Club and formerly served as a member of the Wabash Valley Boy Scout Council. Mr. and Mrs. Berkowitz are the parents of a married daughter, Catherine Peltz and twin sons, Howard and Stephen, Wiley High School seniors.

When bonus seekers were marching on Washington and Franklin Roosevelt and John Garner defeated Hoover and Curtis, another employee of long standing entered the company's service. Walter Pound began his mercantile career as a clerk in the grocery department in the basement in 1932. This department was discontinued during World War II when rationing was put into effect but since 1940 Mr. Pound has been buyer for the Second Floor Children's departments. He is married and the

father of two children and has one grandson.

With the arrival of 1933 prosperity had not yet returned, the dollar had been devalued to sixty cents, the United States went off the gold standard, Roosevelt was inaugurated and diplomatic relations were established between the U. S. A. and the Soviets. That was the year a young lady named Priscilla Creasey first became associated with the company. Mrs. Creasey, now the head bookkeeper, is another employee to whom management pays considerable tribute and expresses appreciation for many years of loyal and faithful service. Her outside interests include membership in the Vigo County Business and Professional Association, which she has served as recording secretary for 3 years.

Another buyer with the company who has given many years of service is Virgil Adams. He began his retail career in 1935 with Schultz as a salesman and today is the buyer of men's work clothing.

Verne Plenge joined the Schultz organization in 1938 and has the position of office manager. Mr. Plenge is married, the father of two sons, both of whom are married, and he has been very active locally in the work of the Optimist Club.

THE ONE-ROOM STORE of humble beginnings continued to grow and flourish despite the trials and tribulations of the 1930's under the leadership of its founder and many changes were recorded by "the moving finger." The beginning of the 1940's brought with it war and before the end of 1941 the dastardly Japanese attack at Pearl Harbor took place. The times were ominous with a declaration of war by the United States on Japan, Germany and Italy which affected many including the Schultz family. Robert entered the service of his country in 1943 and served in China and Japan until 1946. When he received his honorable discharge with the rank of technical sergeant he returned to Terre Haute and the family business.

The year prior to entering service Robert Schultz married Rona Pinus of Chicago.

They are the parents of four children: Karen Rae, 14, Richard, 11, and twins, Janet and Jimmy, 9. Mr. Schultz is a member of the United Hebrew Congregation and has served as president of the B'Nai B'rith Fraternal Organization. He is a past vice president and former board member of the Phoenix Country Club of which he is a member and also is a former president of Woodrow Wilson P.T.A. and a past vice president of the Chamber of Commerce.

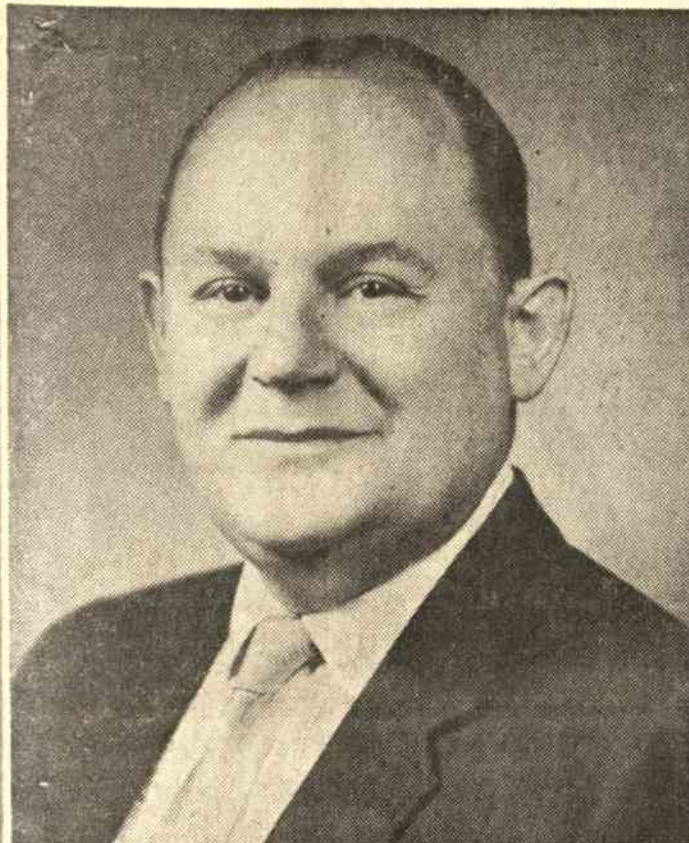
The year prior to the return of Robert Schultz, Dan Neidlinger entered the company's employ as store superintendent. Today he retains the job of superintendent and also is personnel manager. He is married, has two children and belongs to St. Patrick's Church where he is a member of the Holy Name Society. He belongs to the Sycamore Club and headed the Schulte Boosters Club one year as president and is a past state and local officer of the Commercial Travelers Association.

Mrs. Goldie Smith also joined the Schultz staff in 1945 and today is buyer of children's wear. She

VIGO COUNTY PUBLIC LIBRARY
TERRE HAUTE, INDIANA



Hyman Schultz (Deceased)
Founder



Robert E. Schultz
President



Alfred Berkowitz
Vice President



Walter Pound



Irving Gilmore



Floyd W. Phillips



Homer Sharp



Samuel Thomas



Daniel Neidlinger



Irma Ottman



Verne H. Plenge



John Pollock

is well known in the community having been connected with Wabash Avenue retail business over 40 years. She is past matron of the Eastern Star and a member of the Daughters of the Nile.

IN 1947 THE THIRD floor of the present building was opened up to house new departments and this same year another son-in-law, Irving Gilmore, originally a New Yorker, and a graduate of Cornell University, became associated with the business, after serving with the Army for five years. Mr. and Mrs. Gilmore, the latter the former Edna Ruth Schultz, are the parents of three children—Barbara, 12; Bill, 9, and Tommy, 5. Mr. Gilmore, like other members of the

Schultz family, belongs to the United Hebrew Congregation and has served on its board of directors, and also as a president of the B'Nai B'rith. He has been on the board of the Phoenix Country Club of which he is a member and also belongs to the Jewish War Veterans.

Ray Dyer, manager in charge of all interior and exterior display, is an employee of 10 years' standing, having become associated with the company in 1948. Mr. Dyer is married and a member of Montrose Methodist Church.

Letty, youngest daughter of the Schultzes, married Gary Rabiner of Cincinnati in 1948, where she resides with her husband and two children, Dale, 7, and Catherine, 4. The birth of the last child

rounded out the number of Schultz grandchildren to an even dozen.

All through the difficult period of the 40's, Hyman Schultz continued to head the business and serve it with the knowledge and sound judgment he had amassed during his many years in the retail business. Toward the end of this decade he relied more and more upon his son and sons-in-law to run the business and when his death occurred in June of 1949 these members of the family were able to assume positions of importance in the company and the traditions and policies established by the founder

See SCHULTZ & CO.
On Page 35, Column 2



Above is shown the Three-Floor and Basement Schultz Building located at the Northeast Corner of Fourth and Wabash Avenue. At right is the Schultz and Company Store located in Meadows Shopping Center, consisting of Ground Level and Lower Level Store.

SCHULTZ AND CO.



THANK You TERRE HAUTE for a WONDERFUL 50 YEARS

THANK You TERRE HAUTE for a WONDERFUL 50 YEARS

THANK You TERRE HAUTE for a WONDERFUL 50 YEARS

THANK You TERRE HAUTE for a WONDERFUL 50 YEARS

OLD ENOUGH TO KNOW...

"SCHULTZ"

For 50 years a friendly
Home-Owned Family Store

Featuring over 500 nationally advertised brands in men's, women's and children's apparel, home furnishings, house wares, footwear and toys. Names you know and recognize for their faithful adherence to highest standards of style and quality. Here is a partial listing of some of the famous nationally advertised brands that make their home at Schultz & Co.

FOR THE FAMILY

"Munsingwear"
"Levi's" Blue Jeans
"White Stag" Sportswear
"Jantzen" Sportswear
"Catalina" Sportswear
"Hanes" Underwear-Hosiery
"Fruit of the Loom" Underwear
"Paddle and Saddle" Sportswear

COSMETICS

"Bourjois, Inc." Cologne
"Revlon, Inc."
"Barbara Gould"
"Shulton, Inc."

BOYS' WEAR

"Chips and Twigg"
"Tom Sawyer"
"Kaynes"
"Billy the Kid"
"Blue Bird" Shoes
"Dickies" Blue Jeans

TOYS

"Effanbee Doll Co."
"Fisher Price" Pull Toys
"A. C. Gilbert Co." Trains
"Halgate"
"Wilson Sporting Goods Co."
"Ideal Toy Corporation"
"Arnold Schwinn Co." Bicycles
"Arranbee Doll Co."
"American Character Doll Co."
"The Gibson Art Co." Greeting Cards

INFANTS' WEAR

"Carter's"
"Nitey Nite" Pajamas
"Storkline" Nursery Furn.
"Welsh" Carriage-Furn.
"Bunny Bear" Mattresses
"Nannette" Dresses
"Celeste" Dresses
"Bambury" Coats
"Fischer" Coats

HOME FURNISHINGS

"Bates" Spreads
"Quaker Lace"
"Dan River Mills Co."
"A-B-C Fabrics"-Yard Goods
"Waverly Fabrics"
"Cameo Curtain Co."
"Sure Fit" Furniture Covers
"Cannon Mills Co."
"Martex" Towels
"Chatham Mfg. Co."

HOUSE WARES

"Nu Enamel" Paint
"Sunbeam" Electrical Appl.
"General Electric" Appl.
"Armstrong Quaker" Floor Cov.
"Mirro Aluminum" Utensils

FOUNDATION GARMENTS

"Playtex"-Formfit
"Maiden Form"-Warners
"Gossard"-Camp
"A-Stein"-Perma-Lift

WOMEN'S WEAR

"Judy Bond" Blouses
"Peter Pan" Blouses
"Ship 'n Shore" Blouses
"Evan Picone" Sportswear
"Barbizon" Lingerie
"Luxite" Lingerie
"Martha Manning" Dresses
"Tony Todd" Dresses
"Marie Dressler" Dresses
"Kay Windsor" Dresses
"Henry Rosenfeld" Dresses

MEN'S WEAR

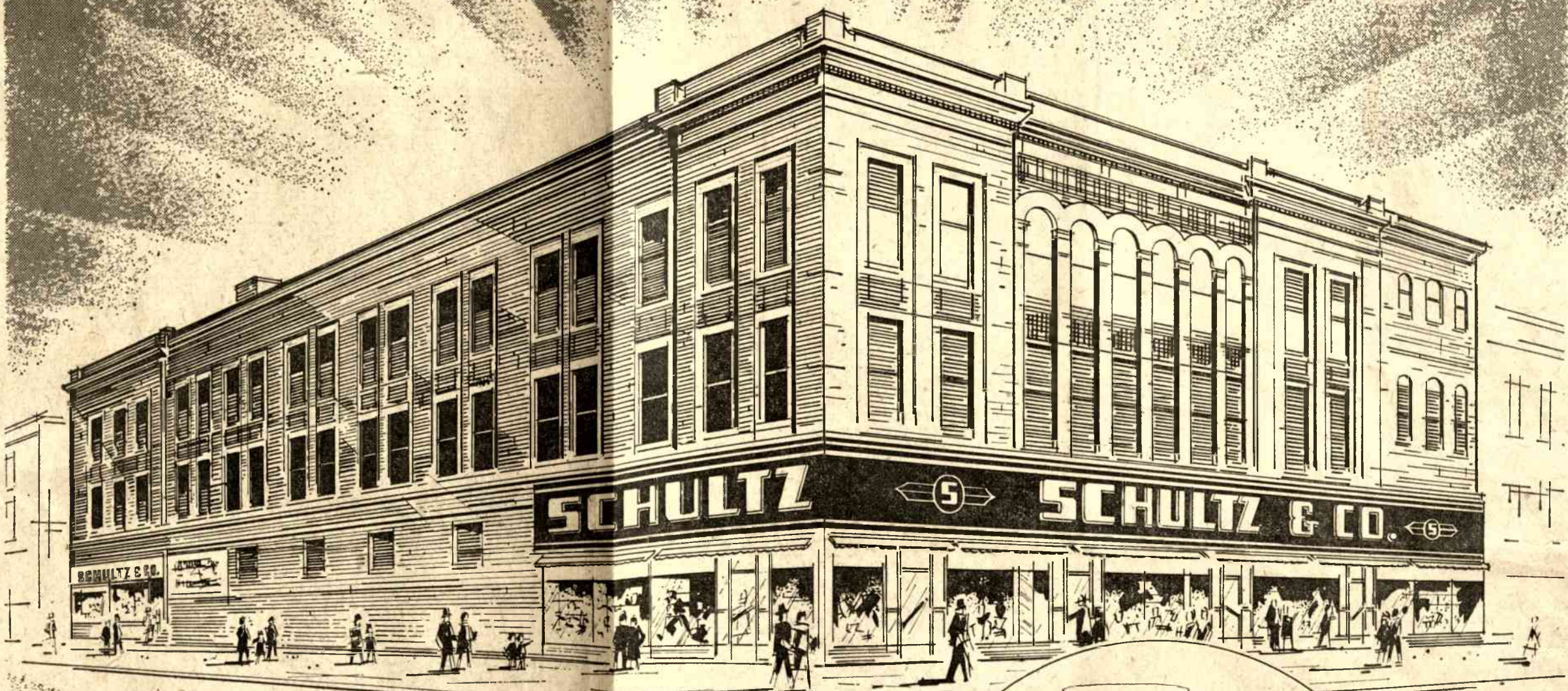
"G.G.G." Clothing
"Curlee" Clothing
"Gramercy Park" Suits
"Don Richards" Suits
"Tru Val" Shirts
"Sir-Jac" Jackets
"Jason" Shirts
"Lee" Hats
"Wembley" Ties
"Interwoven" Hosiery
"Holeproof" Hosiery
"Swank" Jewelry
"Buckske Joe" Jackets
"Bantam" Jackets
"Rainfair" Rain Top Coats
"B. V. D." Underwear-Shirts
"Paris" Belts
"Big Yank" Work Clothes
"Oshkosh B Gosh" Work Clothes
"Nelson Knitting Co." Hosiery
"Sturdee" Uniforms
"Carhart" Work Clothes
"Sweet-Orr" Work Clothes

SCHULTZ

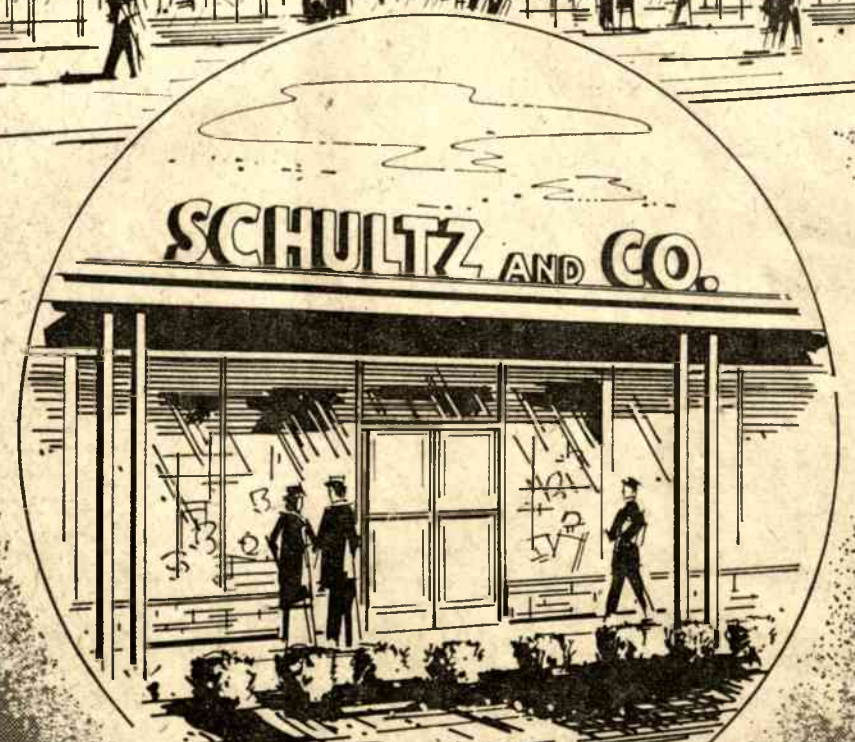
50TH Anniversary

1908

1958



DON'T MISS OUR SPECIAL 50TH ANNIVERSARY SECTION
IN COLOR ON PAGES 1-A THRU 8-A



MEADOWS CENTER

Schultz

another tuck

Downtown's facelift getting

Four-story complex would replace Schultz

By Jan Chait

Tribune-Star Staff Reporter
Copyright © 1986 The Tribune-Star

Robert D. Wallace hopes to begin constructing a four-story office-commercial complex this fall to replace the former Schultz Department Store at Fourth Street and Wabash Avenue.

Plans call for the building to house a health club, restaurant, retail specialty shops and offices.

Wallace said Thursday that he doesn't have any leases yet. "We've not actively sought any. Once we've obtained the building, we'll start an active marketing and leasing program," he said.

The former nursing home owner/administrator said he would announce his plans before obtaining lease commitments "so people would know we were viable."

"I keep thinking, 'What about this; what about that?'" he said, "but sometimes you just have to suck your gut in and go."

Wallace is buying the property that includes the main Schultz building and its parking lot, Smith's Furniture & Appliance Co. and Impulse Amusements.

"The actual building basically will be where the main Schultz building is now," Wallace said. "It will be situated back off the road and have some front parking so people have the concept of pulling up in front of the door."

"The building itself will be a contem-

porary, modern building, glass and probably pre-cast concrete; it'll be a sharp building. We're looking at probably a total of 64,000 square feet and a gross [monthly] rental of around \$54,000 to \$57,000."

Cost of demolishing the current building will be between \$110,000 and \$150,000 and to build a new one will cost between \$4 million and \$4.5 million. He has demolition bids, but Wallace said he hasn't selected a builder.

Wallace plans to close on the property transaction today, and said he'd like to "get some leases tied down within the next 30 to 45 days."

Detailing his plans for the building from the bottom up, Wallace said the basement will house a two-tier health club to include racquetball courts, a 220-yard track, swimming pool, partial basketball court, whirlpool, sauna, an aerobics exercise room, machine and free weights and a baby-sitting service.

On the main floor, Wallace envisions a restaurant — "very similar to this one," he said, waving his hand to indicate the interior of Western Rib-Eye — several specialty retail shops and a bakery. Wallace would also like to see a bank branch or automatic teller machines on that floor.

In the office portion of the building, he plans to include an area for small offices that would share a central support staff.

"I feel this is a step toward bringing downtown Terre Haute back," Wallace

said. "It'll never be a retail center, but I feel it will be an office center."

"With the water company, Terre Haute First and my building," he said, referring

to Indiana-American Water Co.'s building project at Fourth and Poplar streets and the bank's proposed structure at Sixth and Wabash, "that'll help downtown Terre

Haute and make it a good commercial office center."

"And it'll help bring back some retail specialty shops, too."

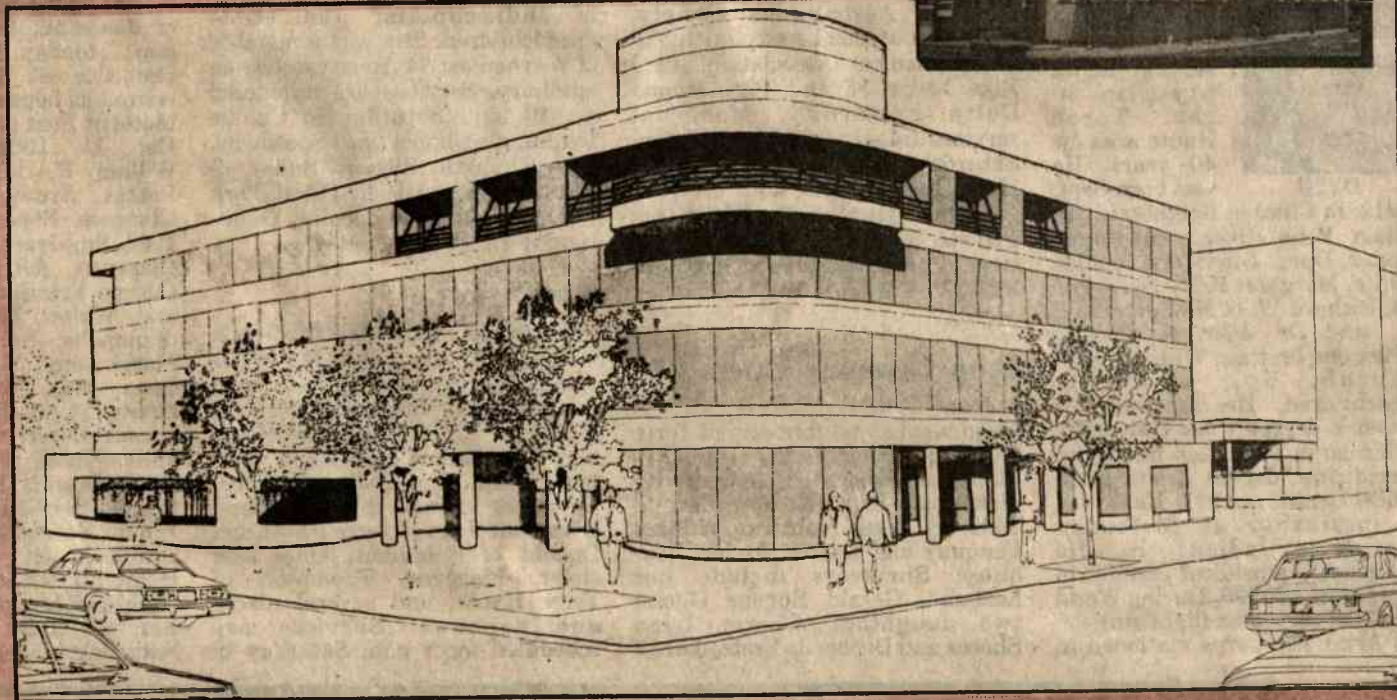
JUN 27 1986

Community Public Library

Community Affairs File

REFERENCE
DO NOT CIRCULATE

Old and new



Schultz

Business + Industry (WU)

Schultz property should have new owner by Friday

Ts JUN 25 1986

By Kathy Gurchiek
Tribune-Star Staff Reporter

Sale of the old Schultz property at 400 Wabash Ave. is expected to close Friday morning, said Ralph Lee, president of Century 21-Ralph Lee Agency real estate.

Lee told The Tribune-Star in April that plans for the property called for either extensive renovation or razing the building and constructing a six-story structure.

He said Tuesday that the prospective owner, Robert D. Wallace of St. Mary-of-the-Woods, will decide by Friday "on exactly what he's going to do."

Wallace could not be reached for comment Tuesday.

Developer Bill Loveless of Princeton was taking a wait-and-see attitude Tuesday night about plans for the property.

"We have nothing firm at this point," Loveless said. "There is absolutely nothing at this point. There is a local investor buying some property."

Loveless said leasing agents have been here to determine if there is a demand downtown for investments.

Lee said in April that remodeling would include a health spa and a mall-like main floor with specialty shops, restaurant and coffee shop. If a new building were constructed, it would include primarily offices, he added.

Schultz and Co. was sold June 29, 1985, to Mocal Enterprises Inc., a manufacturing and real-estate holding company in New York City.

Fourteen months later, Schultz filed a going-out-of-business notice.

The closing of the 76-year-old department store marked the ninth Wabash Avenue department store to close its doors in recent years.

"There is some interest [downtown]. How much is questionable," Loveless said. "At this point until we actually get some leases firmed up we will not announce any construction project in Terre Haute of any kind."

"People can tell you they're interested but that doesn't pay the bills."

Community Affairs File

Vigo County Public Library

REFERENCE
DO NOT CIRCULATE

Schultz

Business + Industry (WV)
**Wallace completes
purchase of Schultz**

Community Affairs File

Ts JUN 23 1986

By Kathy Gurchiek
Tribune-Star Staff Reporter

A four-story office-commercial complex will be built by October 1987 at the old Schultz Department Store site at Fourth Street and Wabash Avenue if all goes according to plan.

Former nursing home owner/administrator Robert D. Wallace bought the Schultz building and parking lot, Smith's Furniture & Appliance Co., In-Clothes-Ure and Impulse Amusements on Friday.

"It's ours now. We're ready to start now," Wallace said in a news conference in the office of Century 21-Ralph Lee Agency real estate.

Wallace declined to reveal the cost, and the Vigo County Recorder's office had not received the paperwork by late Friday afternoon.

"Demolition will be in the next 30 days if we can get some major

leases down," he said. After that, 14 to 15 months of construction is expected to begin. Demolition will cost between \$110,000 and \$150,000.

The complex will be designed by a Cincinnati architect.

The 64,000-square-foot building will house offices tailored for individual needs. Parking for 150 cars will be constructed.

The building will contain a two-tier health club with racquetball courts, 220-yard track, swimming pool, partial basketball court, whirlpool, sauna, an aerobics exercise room, machine and free weights and a baby-sitting service.

He told The Tribune-Star earlier this week that he envisions a restaurant, specialty retail shops and bakery on the main floor, and possibly a bank branch or automatic teller machines.

An area for small offices that would share a central support staff is planned for the office area of the building.

REFERENCE
DO NOT CIRCULATE

Community Affairs File

Vigo County Public Library

Schultz

Schultz demolition starts Monday

Business + Industry (we)

1 AUG 01 1986

By Dick Robinson
Tribune-Star Staff Reporter

Demolition of the vacant Schultz Building at Fourth Street and Wabash Avenue starts Monday to make room for a four-story, 64,000-square-foot office and commercial complex.

Owner Robert D. Wallace said demolition is slightly ahead of schedule.

C.H. Garmon and Son Inc. of 1000 S. 14th St. is to build the proposed \$4 million to \$4.5 million structure. A 15-month construction schedule should start in mid-September.

The plan for the complex that Wallace announced in June includes a basement health club, a main-

floor restaurant and an assortment of specialty retail shops and offices.

"Nothing has changed," Wallace said Thursday. "We feel we have a good solid business plan, and there was no need to alter it."

No tenants have signed up yet, Wallace said, but interest has been considerable.

"We have nothing tied down at this time," Wallace said. "But we have been talking with some well-known individuals and representatives of prestigious companies."

Wallace's property will become the third downtown parcel located along Fourth Street to undergo major improvement this year. Indiana-American Water Co. has a building under way at Fourth and Poplar, and Martha Foulkes has started Foulkes Square at Fourth and Ohio.

REFERENCE
DO NOT CIRCULATE

Community Affairs File

Vigo County Public Library

Schultz

Downtown demolition delay

Business + Industry (WV) - Schultz

Asbestos, title stop razing

15 AUG 05 1986

By Kathy Gurchiek
Tribune-Star Staff Reporter

The presence of asbestos and objections of a business owner stalled demolition of the Schultz building in the 400 block of Wabash Avenue and an adjacent structure.

But demolition of the nearby Smith Furniture Building is expected to resume today.

Phyllis and John A. Westlake, operators of Impulse Amusements at 410 Wabash Ave., in effect called a time-out when they refused to vacate the building until the sale of Impulse Amusements is final.

A lien on the building has to be removed before Wallace can raze it, Westlake said Monday night.

After it is removed and purchase of the building is completed, demolition can proceed, Westlake said.

"We're trying to get things resolved tomorrow [today] so Wallace can have this building," Westlake said. "We're not holding out for more money or anything."

Westlake intends to move Impulse Amusements to 1315 Wabash Ave. He had expected to be moved in the week of July 14.

"I'm not trying to stop nothing. I'm just trying to protect my investment" that he bought in September and opened in January.

Three closing dates to transfer title had to be canceled because the seller couldn't provide developer Robert D. Wallace with a clear title to the property.

Wallace believes all problems could be resolved this week. He said he has an agreement to purchase Westlake's interest in the



Tribune-Star/Jim Avelis

Halted: Lonely wrecker's ball dwarfed by object of its attention at Fourth and Wabash.

property.

"I think it will all be settled by Friday," Wallace said.

Demolition on the Schultz building was halted when asbestos was found around the main water pipe and a small portion around the boiler in the basement, Wallace said.

The discovery of asbestos moved demolition to the old In-Clothes-Ure, which adjoins Impulse Amusements. When the Westlakes refused to vacate, demolition moved across the alley to the Smith Furniture Building.

The demolition crew knocked a hole in one building only to discover the telephone and electric lines had not been disconnected despite information that the wires were not in service.

Wallace said Monday night that demolition of the Smith Building will probably continue today, putting demolition of the Schultz building on hold until the asbestos can be safely removed.

"We're working with the EPA to get it taken out of there. We're expecting an answer back anytime."

Jack Roetker, assistant county health administrator, said the asbestos must be prevented from becoming airborne. If inhaled the dust can cause lung damage, said Dr. William W. Drummy, Vigo County health officer.

Asbestos should be disposed of wet, bagged, marked and put in a landfill after a state permit is secured, Roetker said.

The proposed \$4.5 million four-story, 64,000-square-foot office and commercial complex is expected to be complete in late 1987.

Community Affairs File

Vigo County Public Library

REFERENCE
CIRCULATE

Schultz

Demolition contractor hopes to get asbestos-removal permit

1's AUG 07 1988
DTTO BUSINESS AND INDUSTRY - WV - SCHULTZ
Hoggatt Excavating owner Dennis Hoggatt plans to go to Indianapolis today to pick up a permit enabling workers to remove asbestos from the former Schultz Building at Fourth Street and Wabash Avenue.

Hoggatt is doing the demolition for building owner Robert D. Wallace.

If all goes well, Hoggatt said Wednesday, "It'll probably take 2½ days to remove the asbestos." He plans to hire professional asbestos removers to do the work.

Demolition of the former department store was halted Monday after asbestos was found around the main water pipe and a small portion around the boiler in the basement.

Because of that discovery, Hoggett's workers began

demolishing the former Smith's Furniture & Appliance Co. at 418 Wabash Ave.

Hoggatt said inside demolition work at 418 Wabash should be completed by Monday.

"If everything goes right, the Smith building probably will be going down the first of next week," he said.

He expects to begin demolishing the Schultz building in about 10 days, with completion expected within 30 days.

Wallace, who could not be reached for comment late Wednesday afternoon, has said construction of a \$4.5 million four-story office and commercial complex is expected to begin Sept. 15 and be completed by late 1987.

Vigo County Public Library

Community Affairs File

REFERENCE
DO NOT CIRCULATE

Schultz

Contractor secures permit to remove Schultz asbestos

Asbestos should be removed from the former Schultz building by this weekend, and demolition is set to begin late next week.

Hoggatt Excavating owner Dennis Hoggatt traveled to Indianapolis on Thursday to pick up a permit to remove asbestos found earlier this week around the main water pipe and around the boiler in the basement of the building.

Luann Brock, marketing director for The Regency on Wabash — the \$4.5 million, four-story building Robert D. Wallace plans to build on that site — said demolition of the former department store will begin Thursday if all goes well in court Tuesday.

Attorney T.L. Spelman filed a lawsuit Tuesday in Vigo Circuit

Court for Wallace and his wife, Cindy, against James A. and Phyllis Westlake, owners of Impulse Amusements at 410 Wabash Ave. The Wallaces want the Westlakes to vacate their building so demolition can begin.

The Westlakes have refused to vacate Impulse Amusements until a lien on the building is resolved. The Wallaces say they hold the deed on the property at 410 Wabash and the Westlakes unlawfully occupy the property.

Brock said demolition of the Schultz building cannot begin until the Westlakes vacate their property because Impulse Amusements "is right next to the Schultz building and there may be a domino reaction."

Vigo County Public Library

Community Affairs File

REFERENCE
DO NOT CIRCULATE

Schultz

Squabble over demolition headed for Circuit Court

BUSINESS AND INDUSTRY - WV - SCHULTZ

15 AUG 07 1986

By John Halladay
Tribune-Star Staff Reporter

Part of downtown Terre Haute's redevelopment may have hit a snag — depending on who you talk to — and a lawsuit has been filed to clear the way.

The lawsuit was filed Tuesday by attorney T.L. Spelman for Robert D. Wallace and Cindy Wallace against James A. Westlake and Phyllis Westlake.

The Wallaces want to demolish the Schultz building in the 400 block of Wabash Avenue and other buildings so a \$4.5 million four-story office and commercial complex can be built.

The Westlakes have refused to vacate Impulse Amusements at 410 Wabash Ave. until a lein on the building is resolved.

The lawsuit filed in Vigo Circuit Court says the Westlakes are keeping the Wallaces from demolishing Impulse Amusements and adjacent property and are

costing the Wallaces "thousands of dollars in expenses, interest and fees."

An affidavit by Robert Wallace says the Wallaces are the deed record owners of 410 Wabash Ave. and the Westlakes are unlawfully occupying the property.

A hearing is set for Tuesday in Vigo Circuit Court on the request to Judge Robert H. Brown to force the Westlakes off the property.

Phyllis Westlake said Wednesday that she believes the dispute will be resolved in the next day or so.

"We're trying to clear it all up so that that's not a problem." She said, "Everything's being taken care of" and "all we're asking for is a little time."

"We're going to get out as quickly as possible."

It was reported earlier that the Westlakes plan to move their business to 1315 Wabash Ave. But Vince Sappingfield called The Tribune-Star on Wednesday to say he owns that property and the Westlakes do not have a lease for it.

Phyllis Westlake said it was her understanding that they did have a lease.

Community Affairs File

Vigo County Public Library

REFERENCE
DO NOT CIRCULATE

Developer finally clears title to Schultz property

By Jan Chait

Tribune-Star Staff Reporter

The way has been cleared for a \$4.5 million downtown commercial/office complex at the site of the old Schultz building at Fourth Street and Wabash Avenue.

Litigation over property ownership near that site threatened to stall the project, but developer Robert D. Wallace said he now owns the property in question — Impulse Amusements at 410 Wabash Ave.

Wallace filed suit Aug. 5 to oust property owners James A. and Phyllis Westlake, and a court hearing had had been scheduled Tuesday.

Wallace wants to tear down that building and the former Smith's

Furniture and Appliances and Schultz and Co. buildings in the 400 block of Wabash to make way for the four-story complex.

Wallace said Tuesday, "We went ahead and closed on the building" without resorting to a court hearing. "It's 100 percent ours — although it was 100 percent ours before."

Wallace said he had entered into an agreement with the Westlakes to buy the property before learning they were buying the site on a land contract from a party in Chicago. Wallace said he then had to buy the Westlakes's portion of the land contract.

Also, he said, some liens on the Westlakes' property had to be sorted out.

Westlake said Tuesday that a lien stemming from interest on a note "popped up" in July when it

was time to close on the building, but he said "we got rid of that." Now, he says, they're attempting to vacate the building as quickly as possible.

"I know we're holding them up, and we don't want to do that," Westlake said Tuesday. "In fact, we're trying right now to catch this guy on another building."

Although Westlake says he had 30 days to vacate 410 Wabash, Wallace said he hopes they're out by this weekend.

"As soon as these people get out," he said, "we're gonna hit it with the ball."

Another holdup to tearing down the buildings — the presense of asbestos in the basement of the former Schultz & Co. Department Store — is no longer a problem. The substance has been removed.

Business & Industry (WV)

18 AUG 13 1986

REFERENCE
DO NOT CIRCULATE

Vigo County Public Library

Community Affairs File

Industry

Business City S OCT 18 1982

Schultz consolidating store operations

Do two new empty store fronts on Wabash Avenue spell more gloom and doom for Terre Haute?

Not necessarily, said Richard Schultz, merchandising manager for the department store which bears his family name.

Schultz and Co., 400 Wabash Ave., has begun clearing out merchandise in its satellite stores, the In-Cloths-Ure and Big and Tall Men's store, and moving it into Schultz' main building.

Schultz said the amount of merchandise carried by the store is actually being increased, and not reduced.

One factor which prompted Schultz to consolidate its operation into the main building was inquiries from persons interested in purchasing or leasing the space being vacated.

Schultz would not go into detail about what types of operations are interested in occupying that space.

The inquiries, he said, "prompted us to bring the departments under one main structure to bring more people into the downtown store rather than into the satellite stores."

Schultz

Vigo County Public Library

DO NOT CIRCULATE

Community Affairs File

Schultz

Business (T.H.)
Schultz closing

Meadows store

T. DEC 17 1981

The Schultz & Co. department store located at Meadows Shopping Center will be closing its doors in the near future due to decreased traffic flow, Richard Schultz, merchandising manager, told The TRIBUNE today.

"The traffic pattern has slipped considerably since Penney's left," he said, adding that the center currently lacks sufficient retail stores selling soft apparel merchandise.

The J.C. Penney's branch left the Meadows plaza in July, he noted. Penney's build a new store at Honey Creek Square.

Schultz & Co. also operates a main downtown store and adjacent facilities in the 400 block of Wabash Avenue.

Community Affairs File

REFERENCE
DO NOT CIRCULATE

Vigo County Public Library

Business and Industry (W.D.)

Schultz bought by NYC firm

Community Affairs File

1's AUG 3 1984

By Sue Loughlin
Tribune-Star Staff Reporter

Looking to a future of expansion and improvements, Schultz and Co., 400 Wabash Ave., was sold June 29 to Mocal Enterprises Inc., a manufacturing and real-estate holding company in New York City.

The Haddad family, principal stockholders of Mocal, had operated a large chain of retail stores throughout the country several years ago, said Richard Schultz, Schultz and Co. vice president.

"It's a pilot store for the Wabash Valley and the greater Illinois trading area," Schultz said. "They [new owners] hope Schultz and Co. will be the forerunner for a group of retail stores."

The Haddad family does not presently operate any other retail stores.

The store will keep the same name, same employees and will continue to be managed and operated by Richard and James Schultz.

Within 30 days, the store will have a new specialty shop for tall and big men. The shop will offer a wide selection of branded and private label merchandise for them, Schultz said.

"Also, we are actively looking for expansion into the young junior and young men's market and will specifically be gearing departments for university and high-school students throughout the trading area," he said.

The decision to sell was made by

Robert Schultz, Al Berkowitz and the two brothers. "My father and uncle were at an age where they needed to slow down," Schultz said. "Jim and I saw it as an avenue to make Schultz and Co. a stronger and expanded operation ... and an opportunity to grow with an organization that was looking for retail expansion."

He said the new owners were impressed with Terre Haute. They "see a very, very active and vigorous community," he said. "They see the downtown community as being a viable and strong area for retail."

The new owners believe the Midwest is coming out of the recession, and see opportunities for growth in the retail trade.

"Sales over the course of the last, three or four years have been on a fairly even plateau," Schultz said.

But he said the willingness of companies to infuse capital into downtown is an indication there still can be strong retail sales for those willing to work hard and be innovative.

As an example, he cited improvements made to the downtown People's drugstore.

He believes the downtown will continue to be a forum for cultural, educational, social and financial activities and for speciality retail shopping and praised business improvements and new sidewalks.

Schultz said the store had been working with a Manhattan consulting firm acquainted with Haddad.

Calvin Haddad was in town June 10 and his company bought the store June 29.

Schultz

Business (T.H.)

T AUG 16 1973

'Take A Look At New Look,' Invites Downtown Schultz

one of vibrant, but not busy, colors, plus quantities of merchandise thoughtfully displayed to make shopping at Schultz a pleasant experience.

"Take a look at the new look at Schultz" is the theme of the newly-remodeled Schultz Downtown store, located at 400 Wabash Ave.

Changes made in decor and department locations are all designed for the convenience of shoppers, who have come to depend on Schultz as a complete family store.

Color-coordinated walls and carpeting add to the new look on all floors. Colors are vivid, but not disturbing. Merchandise is arranged in "attention-getting" fashion, such as the "Blew Fuse", a nook for 4 to 6X size girls, located on the second floor.

Arranged by Floors

Men customers will find their clothing needs on the first floor. Women's clothes are on the third floor, except for sportswear and accessories, which are still on the first floor. Also on the third floor are domestic items for the home, another convenience for women shoppers.

The second floor is for children.

Schultz is well known in the Wabash Valley for its quality and quantity merchandise. Not

only are famous brand names offered in every department, but the quantity of affordable merchandise is evident.

Keeping the busy shopper in mind, all areas of the store have been improved in the remodeling program, which manages to create the impression of more room, without actually expanding the walls.

Variety for Men

The first floor offers an enlarged sportswear department for men customers. Haggard slacks, Levis, cuffed and flared, Grais leather jackets and two-tone platform shoes are all there, plus the more conservative styles.

All shoes are on the first floor. A large variety of Hush Puppies round out the men's selections. Shoes for women and children are nearby. Sandler of Boston, Diane, Joyce, Florsheim and Vitality are a few of the women's brand shoes to be found there.

The second floor has been remodeled with the younger crowd in mind. Whether shopping for the crib and diaper set or for boys 8 to 20, the traffic pattern is easy to follow.

Schultz is the only store in Terre Haute where Tom Sawyer clothes for boys can be found. Girls can find clothes by White Stag and Russ Girl.

The Women's World

It's a women's world on the third floor. Lingerie, formerly located on the first floor, is now on the third floor, along with all other clothing items to outfit

women. Kayser, Barbizon, Vassarette and Miss Elaine are a few of the lingerie brands to be found there.

Dresses by Kimberly, Ciano Ltd., Daymon, Berkshire and Bleeker Street are there.

Shelving and wall space is utilized in the domestic section to hold one of the largest selections of bedding, towels, drapes and home supplies to be found anywhere. A consultant is available for custom-made draperies and slipcovers.

The "new look" at Schultz is



SHULTZ SHOE DISPLAY—Men's shoe department, on the first floor of Shultz Downtown store, carries one of the most complete selections of shoes to be found in the Midwest. Such famous brands as Florsheim, Hush Puppies, Bostonians and Winthrop are available in styles ranging from conservative to two-tone platforms. Red Goose and Keds are well known brands found at Shultz Downtown store. The living room atmosphere makes selection of new shoes for tired feet a pleasure.

Schultz

TS SEP 24 1984

Community Affairs File

Business & Industry (W.V.)

New Schultz owners see change

By Kathy Gurchiek
Tribune-Star Staff Reporter

Sensing a positive change in Terre Haute's self-image, Calvin Haddad, secretary-treasurer of Mocal Enterprises Inc., which purchased Schultz & Co. in Terre Haute, predicts a renaissance of the downtown area.

"There's a very definite change in outlook" said Haddad, terming Terre Haute a nice town. "It's just about to happen in your area," where the downtown area begins

appreciating and capitalizing on its assets.

No major remodeling is planned for Schultz, although its interior has undergone painting and changing of fixtures.

"Part of the charm is the fact you've got that old department store" in which Schultz is located, 400 Wabash Ave. "It's like a monument to what was and what can become," he said.

Another positive aspect of Terre Haute is that the city is not dependent on one industry, like some cities, Haddad said.

Mocal purchased the store June

29 with the aim for it to become the forerunner of a group of retail stores. The Schultz store is expected to pull customers from a 35-mile radius, he said.

Mocal is investigating three other locations. Haddad cited Vincennes as a possibility for one of those locations where Mocal might invest during the first or second quarter of 1985.

He also said the firm is considering including an optical department and photo-finishing department in the Schultz store, creating almost one-stop shopping for customers.

One change that has been made is the re-introduction of tall and big men's apparel. Schultz at one time had a separate store which sold the specialized apparel. The re-introduced apparel is on the west side of the first floor. Clothing and accessories include name brands and private and designer labels.

Mocal was incorporated in New Jersey and its home office is in New York City. Mocal's interests include a realty and apparel division, according to the 1984 Million Dollar Directory published by Dun & Bradstreet Inc.

Community Affairs File

REFERENCE
DO NOT CIRCULATE

Vigo County Public Library

Schultz Campus Shop offers clothing for college students

NOV 19 1984

Schultz & Co. expanded the merchandising space in its Wabash Avenue store on Wednesday to provide additional areas for specialized clothing for young women and young men.

In order to accommodate a separate Campus Shop for young women and a similar one for young men, two display windows were removed to the necessary space. The new shops are on the main floor at opposite sides of the building adjacent to similar general merchandise lines.

The Campus Shop opening is a "fashion forward statement on the part of Schultz," Richard Schultz said.

"We believe we created an identity area for the young man or woman by expanding and adding lines for these specialty shops," Jim Schultz said.

Merchandise carried in the Campus Shops will appeal to the high-school pupil and the college student. Campus Shop garments are different in style, size and cut from items carried in the general merchandise lines. Also, prices should appeal to the young customer, Richard Schultz said.

Owner Cal Haddad and his wife Babs of New York City were on hand for the opening.

The Haddads are in the wholesale and real-estate business. The family had been out of the retail business for years until the decision was made to purchase



Fashions: Kay Gibbons, Roberta Schultz and Babs Haddad.

Tribune-Star/Doug McSchooler

Schultz & Co. Haddad talked at length with Mayor Pete Chalos, saying Terre Haute was a town of rare opportunity. "I've been impressed with Terre Haute from my first visit," he said. "It has potential."

Haddad said he is optimistic for Schultz & Co. and Terre Haute. He admitted he had an investment here and it paid to be optimistic, but the investment was one he didn't have to make. "No one held a gun to our heads to get us here, we are here because we believe this

is a great place," he said.

If things continue favorably, there is the possibility Schultz & Co. will expand, according to Haddad. He wouldn't say where or when and only said it would be close to Terre Haute, where the Schultz name is known.

Haddad said he was impressed when local buyers arrived at New York, and long-time wholesalers they visited were acquainted with the Terre Haute store and its operation.

Schultz

Schultz

Community Affairs File
Vigo County Public Library
TS MAR 31 1974

REFERENCE
DO NOT CIRCULATE

THE TRIBUNE-STAR, TERRE HAUTE, IND.

SUNDAY, MARCH 31, 1974 27

Needed

Give a healthy look rather than a painted one... oily skinned women may not want this look because they've had shine most of their lives.

"...Lipsticks will be brownish earth tones (which she has always favored) which have a dividend of making the teeth look whiter than the lighter tones which make the teeth look yellow.

"...Sunburned skin is out, not only because it is wrong for veils and hats, but because lighter skin will look more sophisticated."

But people are becoming more sensible. Few women risk the ravages of strong sunlight any more, she says. "It can cause wrinkles."

She has a prescription for the wrinkle-ridden: Fatten your face and you'll fill them up.

And there is a suggestion for the balding man: Rub your wife's brush-on brow over the bald spot and comb your hair over it, and it won't attract attention.

ST. LOUIS SYMPHONY TO MAKE RECORDS

ST. LOUIS (AP) — The St. Louis Symphony and Vox Productions have signed a three-year recording contract. Up to eight recordings will be produced in each season, including the current one.

Recording sessions will begin in May and recordings of the works of Richard Strauss, Dvorak, Wagner and Gershwin are expected to be issued by the end of the year. Recordings will be made in Powell Symphony Hall here.

The orchestra's earliest recordings were made in the early 1920s and its most recent one was conducted by Andre Previn in 1964.

Schultz Store At Meadows Has New Look

Community Affairs File
It's an all new look at Schultz Meadow's Center Store.

Changes made in the decor and department locations are designed for convenience of shoppers, who have come to depend on Schultz as a complete family store.

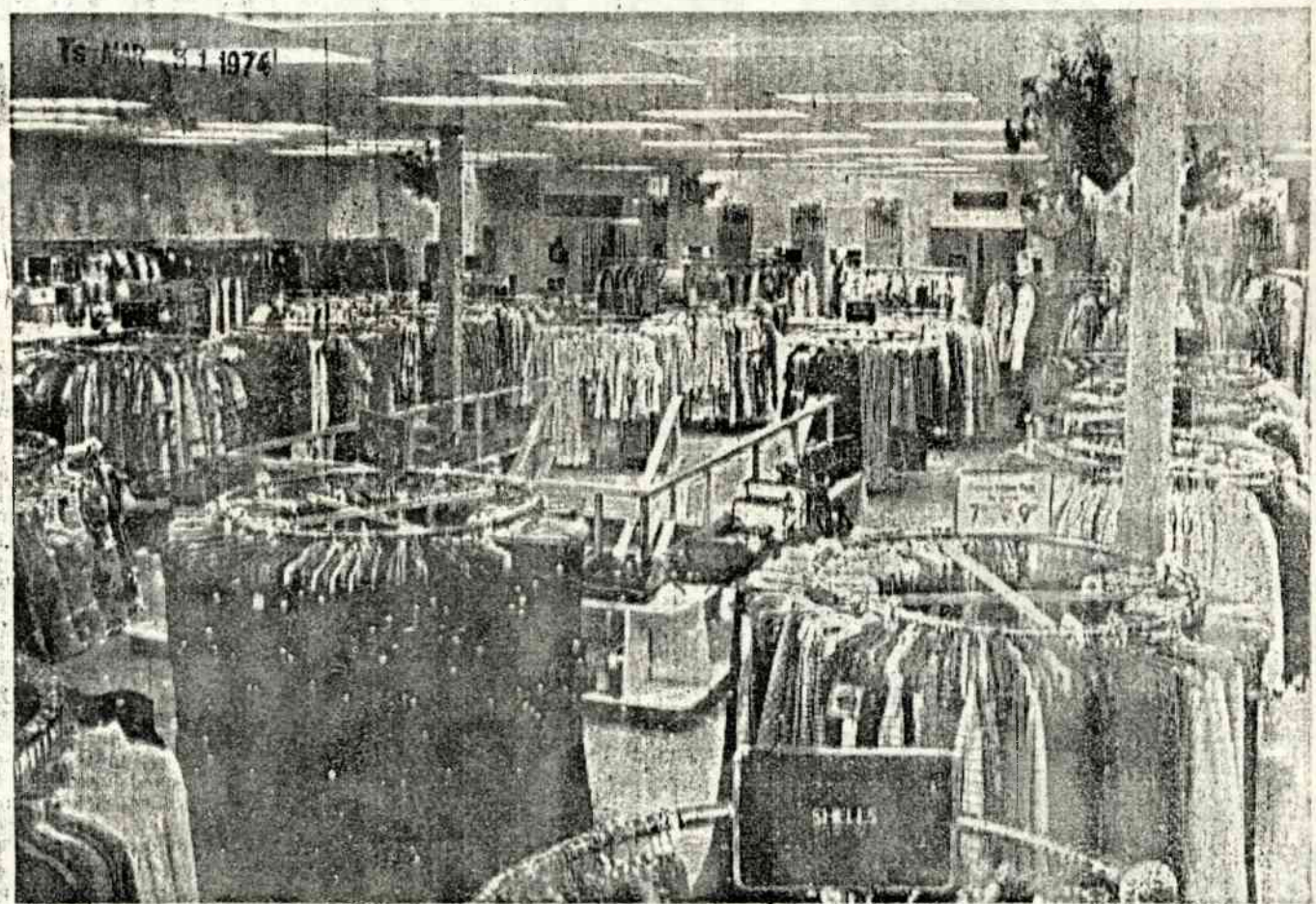
Color-coordinated walls of lemon and green with yellow, gold and bronze wall coverings, offer a breath of spring as one enters the first floor. Hanging baskets of flowers on the pillars add to this feeling.

The first floor features ladies' nationally known brands in sportswear, dresses, coats, lingerie, foundations, hosiery, and women's accessories. From the new display racks one will find the latest fashions ranging from small to extra large sizes. In fact, the first floor is devoted to the ladies with the exception of the shoe department where shoes for men, women and children may be found.

The lower level at Schultz is now more open and lighted as the walls have been painted in two contrasting shades of blue. The men's and boy's departments feature suits, sportswear, shirts, slacks, work clothes and men's accessories.

Also on the lower level one will find the children's department, Boy Scout department, linens, yard goods, patterns and toys.

Ernie Smith, manager, stated, "We are all proud of our new look which is vibrant in colors, plus quantities of merchandise thoughtfully displayed to make shopping at Schultz Meadow Center store a most pleasant experience for all the family."



EVERYTHING FOR THE FAMILY—More than an all-new bright decor will be found on both floors of Schultz in Meadow Center. The first floor, shown here, features sportswear, dresses, coats, lingerie and accessories for the ladies while the lower level caters to the fashions of men and children.

CERAMICS DISPLAY AT LAKE LAND

MATTOON, Ill. — Lake Land College, in conjunction with the Community Consortium for Cultural Affairs will sponsor a ceramics display at the Altamont Public Library through April 6.

The program will consist of 25 selected pieces of original

ceramic art works designed by Bill Irving of Humboldt.

The Community Consortium of Cultural Affairs is a group of 25 area public libraries, in cooperation with Lake Land College, that sponsors various cultural activities throughout the East-Central Illinois area.

Southern University, the largest Negro land grant college in the United States, is located at Baton Rouge, La.

Newport, Ind.

NEWPORT, Ind. — Palm Sunday and Holy Communion will be observed at the United Methodist Church April 7 at 9:30 a.m. Special services will be held.

The message will be presented by the Rev. A. Warren Jacobson.

Good Friday Worship Services will be held at the United Methodist Church in Newport at 7:30

p.m. April 12, sponsored by the North Vermillion County churches.

A special program is being planned and several pastors will participate in the program.

Vermillion County Craft Club will meet April 1 at 9:30 a.m. in the Court House Auditorium in Newport. Mrs. Gladys Wawmire of Newport is president of the Craft Club.



Letter to the editor

Schultz owners see only good in downtown

To the Editor:

I read with much interest your editorial commentary on Sunday, March 31, 1985, under the caption "Opportunity, Not Desperation." I couldn't agree with you more.

You reported at that time the closing of the Ross Elliott Jewelers' downtown unit and we think the only difference of opinion we have with you is that any business is not "just another business," as you state. True, names are no longer important but each business must be treated as each individual is treated and in our country that means "as something special."

It is sad that the "herd mentality" leads to a "stampede" from downtown areas to the suburbs. I am sorry to report that this "herd mentality" is precisely that, and I wish that people would start acting like "God's special creatures" with the capacity to think for themselves. Your progressive city has indeed installed new sidewalks, eliminated the parking meters and probably will succeed in creating an enterprise zone downtown. All of this appears to make no difference.

I think the most erudite comment concerns your opinion that as incredible as it may seem that tragedies and pessimism are sometimes the surest road to opportunity. In our opinion you don't need to completely reconstruct your downtown, but simply rebuild those vacant parcels and refurbish the existing ones. Obviously, your very progressive Terre Haute First National Bank is availing itself of this opportunity by unveiling plans for a major new banking center downtown which should, and could, anchor a rejuvenated central city.

We couldn't agree with you more that the destruction of the Meis building, in toto, would be a tragedy, as the building, as it exists today, could mesh with a redesigned downtown in many different uses. All of the potential plans you mention, such as hiring an expert to plan and develop the entire downtown, etc., are only secondary to the mind-set of the Terre Haute business community itself. All specific remedies

T, APR 28 1985

you mentioned come in varying order after the business community makes a commitment to restore downtown Terre Haute to its rightful, former "glory."

The last comment you make is purely good old-fashioned "horse sense" as the "willy-nilly basis" by which vacant store fronts usually are occupied does nothing but to further deteriorate a bad situation.

We further read in your paper an article by Jan Chait, on March 24, where she reported the particulars as to the closing of Ross Elliott Jewelers downtown. In an interview with Mr. Bill Elliott, there is listed any number of reasons why abandoning downtown was the right thing to do and the article seems to be a "portrayal of doom."

Just who am I and who are "we" to be "spouting off" this way? I, Calvin Haddad, and my father, Moysh Haddad, are longtime New York businessmen who embody exactly the thinking of your commentary. We agreed so much that we purchased the Schultz & Co. Inc. department store in the middle of 1984 in the depths of downtown Terre Haute's "business abyss." We did not see the situation as negative as some other people in town and we backed it up with our commitment to the Schultz brothers, Richard and James, by vowing that we would stay in Terre Haute and hoped to be one of the building blocks upon which downtown Terre Haute would build its future. After almost 10 months we feel more firmly committed than ever, even with recently announced additional closings downtown.

In short, we will continue to serve the Terre Haute community by our policy of not being undersold and providing all its citizens with the best values available from every source. By doing so, we hope to create a Terre Haute which is the forerunner of many downtown resurrections which have taken place in many other cities, some of which we have taken part in.

Thanks Terre Haute First National Bank and the City of Terre Haute, for giving us the help and opportunity to grow with you and our commitment is that we are here to stay!

—Calvin Haddad

—President of Schultz & Co. Inc.
—Division of Mocal Enterprises Inc.

REFERENCE
DO NOT CIRCULATE

Vigo County Public Library

Community Affairs File

Schultz

REFERENCE
DO NOT CIRCULATE

VIGO COUNTY PUBLIC LIBRARY
TERRE HAUTE, INDIANA

Community Affairs File

Schultz & Co., Inc.

Shultz closing may not be end, chief says

Business & Industry *WV*
Schultz & Co. Inc. may be closing its downtown department store, but something else may be on the horizon, the president of Schultz has hinted in a letter.

"Let us hope that this [the closing] is not 'the end of the road,'" Calvin Haddad said in the letter dated Wednesday and addressed to news media.

"We have various ideas in mind going forward about potential dif-

Community Affairs File
ferent locations within town and somewhat different formats which could possibly allow us to try to serve the community of Terre Haute in the future."

Haddad said that whatever comes depends on community response to the 76-year-old department store's going-out-of-business sale that begins Wednesday.

"Let us hope that this is not an

11 NOV 2 1985
end — but a new beginning," Haddad said in the letter. "We would like very much to remain long-range in Terre Haute but this matter firmly rests with the consuming public ..."

Haddad said only that the department store "in its present form" will be closing.

Haddad could not be reached for comment.